

September 5, 1963

FROM: Representative Dante B. Fascell (D., Fla.)
Chairman, Subcommittee on International Organizations and Movements
Committee on Foreign Affairs
House of Representatives
Washington, D. C.

HEARINGS ON U. S. IDEOLOGICAL OFFENSIVE TO RESUME

The House Foreign Affairs Subcommittee on International Organizations and Movements has scheduled five days of hearings during the week September 9-13. The hearings are a continuation of the study of United States strategy in the cold war, initiated in the spring of this year.

The Subcommittee, headed by Representative Dante B. Fascell (D., Fla.), has invited some 40 experts in different fields from all parts of the country. The speakers will be scheduled in separate panels and will discuss five separate topics. These are:

- (1) United States Cultural and Artistic Exchanges
- (2) United States Student and Leader Exchanges
- (3) The Impact Abroad of U. S. Private Information Mass Media
- (4) The Impact Abroad of Special Activities of Private U. S. Organizations; and
- (5) The Problems and Techniques of International Communication.

A schedule of hearings with the names of all participants is attached.

The Fascell Subcommittee has been trying to ascertain whether the United States has an over-all strategy for employing ideological weapons to win the cold war. Chairman Fascell believes that nothing short of a "total effort" will assure the West a victory in the contest with communism. "Total effort", as Fascell views it, includes all non-military and non-economic programs sponsored by the United States Government and the activities abroad of individual American citizens, labor unions, voluntary organizations and business enterprises.

For individuals and groups which have been casting about for an effective way to aid their nation in the fight against communism, the Fascell Subcommittee hearings offer suggestions for fruitful activities and the challenge to undertake them.

SUBCOMMITTEE ON INTERNATIONAL ORGANIZATIONS AND MOVEMENTS
OF THE COMMITTEE ON FOREIGN AFFAIRS

HEARINGS - WINNING THE COLD WAR: THE U. S. IDEOLOGICAL OFFENSIVE

10 a.m., 1302 Longworth House Office Building, Capitol Hill

Monday, September 9 - U. S. CULTURAL AND ARTISTIC EXCHANGES

Herman Kenin, President, American Federation of Musicians, AFL-CIO
Stanley L. Ballard, Secretary, American Federation of Musicians, AFL-CIO;
Treasurer of the Western Hemisphere Secretariat of free independent
entertainment unions, affiliated with the International Confederation of
Free Trade Unions
Hal Leyshon, Legislative Director for the American Federation of Musicians, AFL-CIO
Rosario Mazzeo, Personnel Manager; Instrumentalist, Boston Symphony Orchestra
Hy Faine, National Executive Secretary, American Guild of Musical Artists
Miss Blanche Thebom, concert and opera singer, Metropolitan Opera Company
Miss Melissa Hayden, prima ballerina, New York City Ballet Company

Afternoon - 2:00 p.m.

Eddie Weston, 2nd Vice President, Actors' Equity Association
Angus Duncan, Executive Secretary, Actors' Equity Association
Theodore Bikel, actor, Council member of Actors' Equity Association
Hal Holbrook actor ("An Evening with Mark Twain")
Earle Hyman, Shakespearean actor, Council member of Actors' Equity Association
Carl Harms, actor (Bil and Cora Baird Marionettes); Recording Secy, AEA
Dick Moore, actor; Editor of Equity Magazine

Tuesday, September 10 - U. S. STUDENT AND LEADER EXCHANGES

John W. Gardner, President, Carnegie Corporation of N.Y.; Chairman, United
States Advisory Commission on International Educational and Cultural Affairs
Dr. Richard A. Humphrey, Director, Commission on International Education,
American Council on Education
Dr. Edward Litchfield, Chancellor, University of Pittsburgh; President,
Governmental Affairs Institute; and Phillip Mettger, Vice President,
Governmental Affairs Institute
Dr. Kenneth Holland, President, Institute of International Education

Wednesday, September 11 - THE IMPACT ABROAD OF U. S. PRIVATE INFORMATION
MASS MEDIA

Adrian Berwick, Senior Editor, International Edition, READER'S DIGEST
Eugene Burdick, author, "The Ugly American", "The Ninth Wave", etc.,
Professor of Political Theory, University of California
George Englund, motion picture producer-director, Metro-Goldwyn-Mayer Studios
Walter Joyce, Managing Editor, PRINTER'S INK; author, "The U. S. Propaganda Gap."
Dan Lacy, Executive Director, American Book Publishers Council
Eric Sevareid, news commentator, Columbia Broadcasting System; foreign
correspondent and author

Thursday, September 12 - THE IMPACT ABROAD OF SPECIAL ACTIVITIES OF U. S.
PRIVATE ORGANIZATIONS

Mrs. Mariada Arensberg, Executive Secretary, Cuban Freedom Committee (FREE
CUBA RADIO)
Edward S. Butler, Executive Vice President, Information Council of the Americas
James B. Conkling, President, International Educational Broadcasting Corp.
(Calif.) and Mr. Ralph Brent, Station WRUL, New York
John McMullan, formerly Assistant Managing Editor, Miami Herald (Miami, Fla.),
on OPERATION AMIGO (Presently News Director, Knight Newspapers,
Washington Bureau)
John Richardson, Jr., President, Free Europe Committee, Inc. (RADIO FREE EUROPE)

Friday, September 13 - THE PROBLEMS AND TECHNIQUES OF INTERNATIONAL COMMUNICATION

Louis Cheskin, Louis Cheskin Associates, Chicago
Dr. Lloyd A. Free, Institute for International Social Research, Princeton
University
Dr. Robert T. Holt, Department of Political Science, University of Minnesota,
co-author, "Strategic Psychological Operations and American Foreign Policy."
Dr. Theodore Vallance, Special Operations Research Office, American University